

SUCCESS WITHOUT BORDERS™

Smart Strategies for Taking on the World



LAST CHANCE

Join Us Wednesday, November 21st, 2018 from 8:00 AM

Schulich School of Business, Keele Campus, 4700 Keele Street, Toronto

The Centre for Global Enterprise at the Schulich School of Business invites you to RBC-Schulich Enterprise Forum IV

The RBC-Schulich Enterprise Forum IV will equip you to engage with international markets at the lowest investment in time, effort and money by enabling you to (1) efficiently navigate the ecosystem of available information and support, and (2) identify and leverage resources and support that are often 'off the radar'.

PRESENTATIONS FROM OUR TRAILBLAZERS

"The U.S. Isn't the Only Market Anymore"

KARIMA-CATHERINE [KC] GOUNDIAM,
Managing Director, Red Dot Digital Inc.

"Don't be Afraid of Giants; How Canadian Companies Can Win Over Giant Companies"

ALI FARD, CEO, HEXA

"Bad Boyfriend Syndrome – Why Some Canadian Companies Fail Abroad"

PETER HAWKINS, Managing Director,
MELLOHAWK Logistics

FEATURED EXHIBITORS INCLUDE

Canadian Digital Media Network
Japan External Trade Organization (JETRO)
Magnet Export Ignite
Ministry of Economic Development, Job Creation and Trade,
Government of Ontario
Organization of Women in International Trade (OWIT)
Province of Quebec
Schulich Chinese Alumni Network
Toronto Region Board of Trade – World Trade Centre
Trade Commissioner Service, Government of Canada

To register visit:

<http://schulich.yorku.ca/cgeschulichenterpriseforum2018>

For further inquires please contact us at
(416) 736-5075 or cge@schulich.yorku.ca.

PROGRAM AT A GLANCE

8:00 AM – REGISTRATION

Registration begins in the Executive Dining Room. Light refreshments will be offered.

WELCOME & INTRODUCTION

RBC, Schulich School of Business and the Centre for Global Enterprise.

OPENING REMARKS

The Global Imperative

Why every business is an international business. What are the implications?

Planning the Journey

Navigating the Ecosystem

The people, platforms and resources that will help find what you need to enable you to engage with international markets. Group presentations and networking.

Trailblazers

Smart Strategies to Take on the World

Learn from several entrepreneurs how they built successful international businesses.

Discovery

Hidden Treasure

Lesser-known organizations, programs and resources that can make all the difference in your business success in engaging with international markets. Group presentations and networking.

LUNCH

Wrapping up the formal proceedings. A hot buffet lunch and further opportunities for networking will be provided.

1:00 PM – CLOSING